

**Subject:** Re: Friday 18th at 10:30 a.m Re: Sunday Market Team Meeting Fwd: Update - Sunday Market  
**From:** Donald Duckworth <duckworth.donald@gmail.com>  
**Date:** 11/14/2016 03:23 PM  
**To:** Miki Payne <Miki@hbdrollinger.com>  
**CC:** "westchester.cfm@gmail.com" <westchester.cfm@gmail.com>, Les Watt <les@blacktievalet.com>

We are on then.

On Mon, Nov 14, 2016 at 2:36 PM, Miki Payne <[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)> wrote:

I can make that work.

Miki Payne  
Operations Manager  
**Drollinger**  
P R O P E R T I E S  
8929 S. Sepulveda Blvd.  
Suite 130  
Los Angeles, CA 90045  
(310) 417-8048 Ext. 15

**From:** Donald Duckworth [mailto:[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)]  
**Sent:** Monday, November 14, 2016 1:51 PM  
**To:** Cynthia Rogers  
**Cc:** Miki Payne; Les Watt  
**Subject:** Re: Friday 18th at 10:30 a.m Re: Sunday Market Team Meeting Fwd: Update - Sunday Market

Agreed.

On Mon, Nov 14, 2016 at 1:45 PM, Cynthia Rogers  
<[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)> wrote:

I just realized Les is out of town and likely not checking his email until he gets back on the 16th. I know he wanted to get a meeting together thou, so maybe we should pencil in ...Miki if Friday at 10:30 works for you let's tentatively set

that time and then we can confirm as soon as Les gets back - sound good?

Sent from my iPhone

On Nov 14, 2016, at 12:30 PM, Donald Duckworth  
<[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)> wrote:

How about Friday at 10:30 AM?

On Mon, Nov 14, 2016 at 10:23 AM, Donald Duckworth  
<[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)> wrote:

I'm wide open on Friday. A meeting seems like a good idea. Thank you.

On Mon, Nov 14, 2016 at 10:05 AM, Cynthia Rogers  
<[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)> wrote:

Hi all,

Did you want to set a team meeting for later this week? I'll have a full breakdown ready by Thursday/Friday and either way will email in updates but would be great to meet up if possible too. I can meet up - Thursday (17th) in the afternoon or anytime on Friday (18th). Monday (21st) is also open.

Here anytime,

Best,

Cynthia

----- Forwarded message -----

From: **Cynthia Rogers** <[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)>

Date: Thu, Oct 13, 2016 at 4:40 PM  
Subject: Update - Sunday Market  
To: Miki Payne <[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)>, Les Watt  
<[les@blacktievalet.com](mailto:les@blacktievalet.com)>, Donald Duckworth  
<[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>

Hi all,

Just an update on my end:

- **Market Performance** - last two weeks have been in the 400s :( ...and I anticipate this week will be as well (loss of our organic grower, another one has been out (to return in 2 weeks) and the craft vendors I started 3 weeks ago ...only two are coming back but not til later in the month), so not great news. However, I have been moving moving and we have a handful of new craft vendors rolling in over late October and big news --- looks like we will have a fish vendor :) and potentially a really great butcher of gorgeous high end meats -- all up our average is still over \$600 but just wanted to give you an update. We also have a handful of farmers circling ..and it looks good but it'll be 3 to 4 weeks before any new additions on the farmer front but it's incoming ....so ....I'm gearing up for that while running in parallel with everything else.
- **Marketing** - if there is one big wish .....I think we should do the door hanger for mid November. Here's why:
  - Lots of really cool vendors are incoming:
    - Fish & Butcher - Fish is confirmed for Nov 6th (he's one the absolute best guys - and he's not sending his crew ...he's joining himself ..if we do well ..once the word gets out ..he'll be a draw in his own right); also connecting with a high end butcher.
    - New Farmer additions - we'll have at least 1 to 2 new farmers by mid November (ive been pushing pretty diligently and i feel confident 1-2 of my handful of targets will come through sooner as opposed to later);
    - Brunch is gonna be happening - we scored one of the

best breakfast vendors in town (the crepemaker)  
(from my playa vista days, cute family that just  
bought a house in Westchester and well ...they are  
incentivized to grow with the market); also working  
with another vendor to bring in omelettes.

- Crafts, Exhibitors - we have been moving moving in  
this category and we should have a pretty robust  
section by early November including a knife  
sharpener (looks like he'll be starting 10/30 :))
- November Harvest Fest - we have a great chef set for  
November's Harvest Fest with a really nice following - Chef  
Nicky, tell you more about it when we all meet up next but he's  
beloved locally and will be draw; also it's always great to  
mention in a door hanger a specific date to come to the market  
for a special event, coupons, etc

All up, I know the door hangers are pricey ...but if we wait ...we run  
the risk of losing all these new incoming great vendors. We need to  
try to increase the foot traffic --and while I think our on-line  
campaign is good, and street signage is solid and it's been a nice  
touch to have a presence with the Hometown News ....I'm not sure  
we are doing enough. We also need to gear up more posters for  
around town, postcards and our street pole banners (i'll get the  
artwork in over next two weeks). Also, Miki - you once mentioned the  
idea of a big/super-sized sign on Sepulveda similar to the car wash --  
think that could be good too.

Thoughts???

Btw, all else is in flow too - October Fest is shaping up quite nicely  
(I'll have more details once everything is confirmed but it's gonna be  
a fun day), we are also gearing up Harvest Fest, Winter Fest and  
doing up a Toy Drive with our local police station and a food bank  
drive too ...it'll be raining police horses ...sleighs ...santas ...crafts  
..exhibitors ...looks like we have a local elementary school coming  
out to the market to do a performance too ....all good things.

Thanks everyone as to all --- it's been fun over here ....moving  
moving ...

I fly out Sunday afternoon for a week away and then back on Saturday - I'll be at the market Sunday mornings though in between my week getaway so if you wanted to swing by ..10 a.m. on-site is the best time to connect and otherwise reachable when the tide is low :))

Huge hug,

Cynthia

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Cynthia Rogers

Westchester Farmers' Market

Operations & Market Management

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Cynthia Rogers

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Re: Friday 18th at 10:30 a.m Re: Sunday Market ...

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